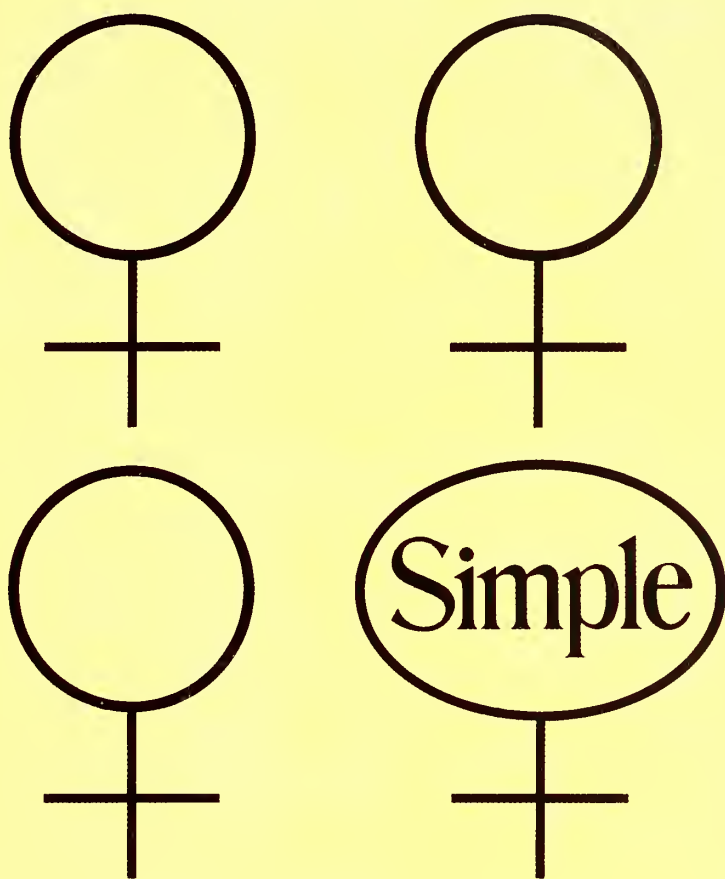


# CHEMIST & DRUGGIST

the newsweekly for pharmacy

January 30, 1988



**1 in 4 women now use it.**

A recent National Opinion Poll Survey has shown that a quarter of all women now use Simple: not surprisingly Simple sales rocketed by 25% in 1987.

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SIMPLE · NOT PERFUMED · NOT COLOURED · JUST KIND

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## QED sparks vitamin boom in chemists

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## Scots get White Paper allowances

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## Wider appeal for NHS hosiery?

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## OTC Update: haemorrhoids

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## Kodak to buy Sterling Drug

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## Chemex takeover — with *C&D* as its new sponsor

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# IN THIS ISSUE

VOLUME 229 NO 5609

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**Chemist & Druggist to sponsor Chemex** 164  
MGB Exhibitions Ltd in £1m takeover of three-exhibition package

**NHS hosiery to get wider appeal** 164  
Dr Ian Jones previews Drug Tariff changes

**Pharmacists' advice in demand** 164  
Martin Hamblin Research focusses on pharmacy

**QED sparks vitamin boom** 165  
Chemists' rich harvest follows Welsh research

**White Paper allowances for Scotland** 169  
PGC chairman Ian Mullen backs move

**Pharmacy Economics** 184  
Eric Jensen on the law of 'increasing returns'

**OTC Update** 189  
Haemorrhoids: a product and counselling review

**Kodak to buy Sterling Drug** 191  
£5 billion merger agreed

**Beecham reorganise Pharmaceutical Division...** 192  
...and aim to speed new drug development

## REGULARS

Comment	163
Topical reflections by Xrayser	169
Prescription specialities	171, 172
Counterpoints	172
Letters	183
Business news	192
Coming events	194
Classified advertisements	195
People	198
Appointments	198

# COMMENT

Some things in life are impossible to predict — like the furore created by the publicity surrounding a study suggesting deficiencies in children's diets can lead to impaired IQ. While an increase in vitamin and mineral sales might not have been particularly discernible at the counter, there is little doubt about the overall bulge in business over the past ten days.

The report in last week's *Lancet* will give further ammunition to those who market vitamin and mineral supplements in their contention that there is a need for their products. Some pharmacists no doubt view the marketing of such lines, with their high prices, as a cynical exploitation of consumer gullibility. It comes hard, then, when overwhelming demand threatens to swamp principles. And it is equally difficult, in the big bad commercial world, to ignore such a media-inspired windfall.

However, it is worth bearing in mind that there is a growing body of evidence on the actions of vitamins, minerals and health supplements in the diet. Maxepa, for example, is now a licensed medicine. And it is recognised that a deficiency of selenium can lead to a cardiomyopathy known as Keshan disease. An eminent speaker lectured on the damaging

actions of oxygen radicals and the role of superoxide dismutase at the BPC last year. An injectable SOD, available on prescription, is listed in Martindale. A number of SOD or SOD-like products are now available on the health food market. This is not to endorse these products, but merely to illustrate the gulf between what many perceive as "crank" medicine and that practised by conventional practitioners, is not always miles wide.

The placebo effect is well documented. If a customer feels better — mentally or physically — by buying a vitamin or mineral supplement, is it ethical to refuse a sale? Far better, perhaps, to take the opportunity to warn of the dangers of over indulgence in the wrong kinds of food, and encourage a regular balanced diet. It's all part of the advisory role... And there is the fact that last year, according to figures from SDC, independent pharmacies took 62 per cent of sales in a £9.3m market for multivitamins.

This conundrum is faced by every community pharmacist every day. There is no easy answer. All that can be done is to try to influence customers (and staff) in the best professional way possible, using clinical knowledge gleaned from reputable sources.



# C&D to sponsor Chemex after MGB takeover

Chemex, Norchem and Scotchem exhibitions are in future to be sponsored by *Chemist & Druggist*. In a deal worth £1m, the three annual events have been acquired by MGB Exhibitions Ltd, which with Benn Publications Ltd (publishers of *C&D*), is part of the United Newspapers Group.

MGB Exhibitions was formed at the end of last year by the merger of Morgan-Grampian Exhibitions and Benn Exhibitions. This is its first acquisition and brings the total number of events organised to 14. "The Chemex series has a solid foundation of success on which we intend to build," says MGB managing director, Denis Conlon.

"A vital part of the new

direction for the exhibitions will be the strong links now forged with the leading weekly publication, *Chemist & Druggist*," he added. "This will enable the exhibitions to get even closer to their markets and more completely serve the needs of both exhibitors and visitors."

Ron Salmon, publisher of *C&D* comments: "We are delighted to be adding our support to these top exhibitions. Already we provide the weekly forum for community pharmacists to hear about new products and services — now we can be associated with bringing manufacturers and customers 'face to face', to their mutual benefit.

"Our aim will be to encourage

even more of the industry's leading companies to exhibit. It is an opportunity to meet pharmacists and their staff away from the pressures of the business, and should not be missed.

"This year's shows are well in hand, so we look forward to welcoming both our subscribers and advertisers at each of the events. We are sure the dates will become permanent annual fixtures in their diaries.

The 1988 schedule of events is: Norchem, April 17-18, G-Mex, Manchester; Scotchem, May 15, SEC, Glasgow; Chemex September 18-19, Earls Court, London. All inquiries to MGB on 01-855 7777.

## Pharmacists in demand

Chloramphenicol eyedrops is the product most pharmacists would like to see available for counter prescription, according to the latest survey of 200 retail chemists by Martin Hamblin Research.

Some 80 per cent of respondents would like to see one or more products de-regulated in the future; other product areas mentioned include simple antibiotics, metoclopramide and anti-fungal preparations.

Continuing demand for advice was seen by 81 per cent of the sample depending on the therapeutic area involved.

Increased publicity was seen as fuelling public demand by 61 per cent of the sample, with no slackening off in sight. The limited list is mentioned as an important influence by only 7 per cent of the sample, compared to 35 per cent in 1985.

Coughs, headcolds, catarrh and flu are the maladies for which advice is most frequently sought, reflecting the importance of the "Winter season".

The single most significant commercial market is that for analgesics, where headache and migraine are the major conditions for which pharmacists are approached. However, they are also asked to recommend frequently for rheumatic pain and backache, dental pain and period pain.

The study can be obtained (£800 per therapeutic area £6,750 for whole report) from Martin Hamblin Research, 36 Smith Square, London SW1P 3HL.

In their judgment on the case Pharmaceutical Society v Storkwain Ltd, the House of Lords ruled without hearing the Pharmaceutical Society case, not as stated last week (p117). And the "Cash for two roles" cover line should have read "Sharpe".

# Better compliance with new look hosiery?

Varicose vein sufferers are more likely to want to wear support hosiery when new, lighter stockings become prescribable from April 1.

This prediction came from Dr Ian Jones, Pharmacy Practice Research Unit, Bradford University, last week. He told a Press seminar that, although the incidence of varicose veins had increased in recent years, the number of hosiery prescriptions had declined, one possible reason being that people were put off by the thickness and appearance of the stockings available. But the new garments would be made from different materials and by different methods, and would appear more delicate while offering the same graduated compression.

From April 1 NHS hosiery will have to comply with BS6612-85 which lays down specific compression and graduation levels. Items prescribable from that date are already listed in the January Drug Tariff. Doctors will still have to specify the quantity required and the type, eg thigh stocking, etc, but instead of stating the yarn they will have to specify class I, II or III depending on whether mild, moderate or strong support is required.

Dr Jones hoped this simplification would result in fewer incomplete prescriptions but he thought it was a pity the rules still insisted on doctors completing all the details instead of allowing pharmacists more discretion to deal with omissions. Pharmacists would be able to choose which fabric to supply, so that patients who had used standard elastic yarn for years could carry on wearing them; GPs would be prescribing by performance rather than material.

Under the new specification no 40, class I, previously lightweight elastic yarn, is intended for early varices and varicosis during pregnancy. Class II, previously standard elastic yarn, is for medium varices and mild oedema. Class III, previously one way stretch, is for severe varices and gross oedema, post-thrombotic venous insufficiency and the treatment of ulcers. Classes II and III include anklets and kneecaps for soft tissue support. The new hosiery must be thigh length, below knee, anklets or kneecaps. Tights are not included.

Scholl will be producing products for each class in two styles, thigh and below knee. New Nylastik (class I) and new sheer Softgrip (class II) will be available

in sand and honey colours, and new Duofine (class III) in honey. Softgrip will still be prescribable as it conforms to the new Drug Tariff, as do current Scholl products. Scholl will be offering GPs and pharmacists an information.

Edward van Breen, Kendall/Lastonet director of marketing, welcomed the requirement for doctors to specify the compression, but warned that health care professionals would need to look carefully at individual brands and judge their pedigree.



"...the she said 'Albert, these stockings 'ave made me feel like a new women'..."



## Ennals slams 'flu bureau

Lord Ennals, a former Labour Social Services Secretary, has accused the Influenza Monitoring and Information Bureau of using "scare tactics" in warning of a 'flu epidemic. He told the House of Lords last week that the warning had led to a substantial demand for influenza vaccine and exhausted the supplies intended for priority groups.

Lord Ennals called on the Government to examine whether it was right for a body financed by the pharmaceutical industry to issue advice about an impending crisis rather than the Department of Health. The Earl of Arran, a Government spokesman, promised to raise the issue with the Department.

Lord Nugent of Guildford (Con) said the hurricane which struck the South East last October had caused electricity supplies to be cut off for some days with the result that many doses of vaccine held by doctors and chemists had been destroyed.



Pharmacist Peter Halford (left) of Dyer & Halford, Leicester, winner of the Beecham Healthcare Award along with his assistant Mrs Jean Stannett (below left), is pictured receiving his certificate from former Health Minister Sir Barney Hayhoe, MP, before a House of Commons luncheon. Each won £1,000 of shares in a competition on OTC medicines co-sponsored with Chemist & Druggist. Runners up pharmacist David Barbanell and assistant Mrs Pat Green of DMB Chemists, London each won £500 of shares. City bankers guided the winners: Mr Halford went for drugs and mortar — Glaxo and Istock bricks

## Trafford FPC poll the patient

Residents in the Trafford area of Manchester have received an invitation to tell their FPC what they think of their doctor, dentist, optician or chemist — and how they want to see things improved.

The offer came from the FPC which has launched the country's first 10 year blueprint for local primary health care services — urging the borough's 220,000 residents to highlight weaknesses, limitations or omissions which the FPC will seek to remedy. To mark the occasion the FPC has just published a booklet setting out what it thinks should be Trafford's health priorities over the next decade and seeking the public's view.

Titled "You and your local health services: an offer you shouldn't refuse", the booklet explains the FPC's role, how it works, and its relationship with contractors.

# Vitamin 'hype' sees demand surge

Vitamin and mineral supplements have seen a massive surge in sales following a BBC television programme last week suggesting a regular intake can improve IQ and curb aggressive behaviour. Further publicity in the national dailies has helped spur the consumer stampede.

Details of the research featured in "Q.E.D." on BBC 1 last Wednesday are carried in this week's *Lancet*. Some 90 children aged 12-13 from a school near Wrexham kept a dietary diary for three days. In most cases the average intake of vitamins was close to the daily allowance, although for a minority the intake was below. The recommended daily allowance (RDA) for minerals was less commonly achieved.

To examine the possibility that a deficiency of vitamins and minerals was preventing optimum psychological function, a supplement or a placebo was given for eight months to 60 of the children. The supplement group, but not the placebo group or the 30 pupils who took no tablets, showed a significant increase in non-verbal intelligence.

The authors, Dr David Benton of the Department of Psychology, University College, Swansea, and Gwilym Roberts, a teacher at the Darland High School, Rossett, say that the growth of non-verbal

intelligence (as opposed to verbal, which relies on a person's environmental and educational experiences) parallels other physical parameters such as lung capacity and brain weight and peaks in the late teens. They suggest giving a vitamin/mineral supplement to the "average" British child whose diet seems in many ways typical, results in an increase in intelligence. "The implication of this finding is that dietary deficiencies are hampering neural function in these children," the study concludes.

Manufacturers are making the most of the media windfall. Larkhall Laboratories, who manufacture the Tandem IQ tablets used in the trial, report they took orders for over half a million packs in the two days following the programme. Wholesalers are unable to get stocks at the moment, and Larkhall chairman Dr Robert Woodford says: "The way it's going we shall be on overtime for the next year."

Russell Soden, brand manager for Booker's Healthcraft range, says consumer response to the programme has been exceptional. "Sales have increased by 25 per cent since last week. Our chewable vitamins for children have sold out and our manufacturing plant is working overtime."

The majority of sales are going through chemists, he says, a view confirmed by Tom Hardman, marketing manager for Seven Seas Healthcare. "Over 50 per cent of vitamin sales go through chemists normally," he says. "There has been a heavy off-take in the trade: we are seeing it come through to us this week."

Pradip Pattni, managing director of Vitalia, managed to make the front page of *Today* on Monday, claiming to have sold over 25,000 packs in a couple of days. Staff had worked over the weekend to meet demand, and extra stock had to be imported from Denmark.

Major wholesalers report demand is up. Vestric ran a check

across several major brands for C&D and say sales of vitamins and supplements have increased by over 20 per cent in the past fortnight — certain lines are up 60 per cent, and multivitamins have seen a 66 per cent increase. However marketing manager Alan Turner cautions this may partly be due to seasonal demand.

The whole question of RDAs is currently under review by the Government's Committee on Medical Aspects of Food Policy. There are considerable differences between RDAs in the UK and America, where 29 nutrients are recommended for daily intake — some, such as vitamin C and calcium, at twice the UK RDA.

## Large response on hospital pay

The position of hospital pharmacist negotiators appears to have been endorsed by the large response to their recent questionnaire.

ASTMS administrative assistant Tim Hanley told *C&D* that all Guild Groups had responded, along with a number of individuals. The staff side

negotiators will now consider the response, before putting their next move to the Guild branch delegates meeting on February 5.

Indications from around the country are that staff side's rejection of the latest offer of 5 per cent, or a little over 8 per cent if linked to a flexible grading structure receives wide support.



# READY-TO



# READY-TO

Breast milk is best for babies. Infant formula is intended to replace or supplement breast milk when breast feeding is not possible or is insufficient, or when mothers elect not to breast feed. Good maternal nutrition and care during pregnancy and breastfeeding are important. If a mother is unable to breast feed, infant formula is a safe and effective alternative. Professional advice should be followed on the need for and proper method of use of infant formula and on all matters of infant feeding. Infant formula is not a substitute for breast milk.

# -FEED



# -SELL

Meet the new additions to the SMA family, Gold Cap and White Cap in handy 250ml Ready-to-Feed cartons.

Both contain the same nutrients that make our powder baby milks so popular. The only difference is that liquid SMA is even easier to use. Just snip and pour.

Ready-to-Feed has been very well researched, 86% of bottle-feeding mums saying the products will be of great help to them. Particularly at times when they're busy or away from home.

This is because using Ready-to-Feed is simplicity itself. They pour easily and don't need refrigerating until they're opened.

SMA Ready-to-Feed is convenient for the retailer too. Shrinkwrapped in trays of twelve, they're easy to shelf, making optimum use of space. Not that they'll be on the shelves for long.

Ready-to-Feed is the newest idea in the growing baby milk market for over a decade, helping you to build business by selling products that meet the needs of the 1980's.

The arrival of SMA Ready-to-Feed, backed-up by a comprehensive support programme, is set to become big news, fast, so to place an order or get more information, call the relevant 'phone numbers below. We're ready when you are.

Orders: 0705 48311 extension 2044 or 2096. Enquiries: 06286 4377 extension 4243.



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**Leading the way**

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## PGC gets new roles

Allowances for Scottish pharmacists providing services for residential homes and keeping patient records for elderly and at risk patients are to be introduced in the next financial year, the Pharmaceutical General Council said this week.

The announcement followed a meeting with the Scottish Home and Health Department on Monday.

PGC chairman Ian Mullen said afterwards: "I believe the future of community pharmacy in Scotland lies with the implementation of Nuffield and the White Paper proposals. We have now taken the first step towards the negotiating payments for some of those proposals."

## PM moves on NHS Finance

A combination of political pressures and damaging publicity resulting from ailing children being denied medical treatment through the closure of hospital wards and shortage of nursing staff has forced Mrs Margaret Thatcher to agree to the Cabinet reviewing the present methods of financing the NHS. The outcome should be known by the Summer.

The Prime Minister reluctantly agreed to abandon her earlier stand on the Government's achievements in providing record sums for a still expanding NHS as reports from the Conservative Whips highlighted the hostility MPs encountered in their constituencies when trying to defend and explain her attitude.

Earlier the Prime Minister had indicated a distinct lack of enthusiasm for the introduction of tax reliefs to encourage greater participation in private health insurance schemes, and argued that proposals for "bed and breakfast" charges for hospital patients and a sliding scale of fees for visits to GPs were matters for possible inclusion in the Conservative Party Manifesto for the next general election.

Now all these options and some others, including new charges for pharmaceutical companies, benefitting from clinical trials conducted in NHS hospitals, will be embraced by the review which the Prime Minister and a small group of Cabinet colleagues, including Mr John Moore, Social Services Secretary are to conduct.

# TOPICAL REFLECTIONS

by Xrayser

## At last!

The DHSS now proposes that a pharmacist who exercises due diligence, but is fooled into thinking a forged prescription is genuine, and so dispenses it, shall not be guilty of an offence. All I can say is the situation should never have been allowed to arise, but having been shown to exist an immediate amendment ought to have been made, instead of the affair dribbling on for years.

Moving on from there, however, it is my opinion that the Society, in the prosecution of Storkwain, acted for the wrong reasons. They prosecuted because they read the law correctly and did what they felt they had to do. The real reason ought to have been to test the law, and in proving its unreasonableness, its absolute injustice, to have petitioned Parliament directly for action. It is sometimes worth losing in order to show injustices.

For instance, where an inspector finds premises unfit to prepare swill, let alone dispense medicines, then the Society should, after summary notice of, say two weeks, to clean up, withdraw the premises' registration, close the pharmacy down, and prosecute if it attempts to trade on. The subsequent hearings, if disputed, would draw salutary national attention on the inadequacy of the safeguards for the public and might rapidly serve to give teeth to those who at present can only pussy-foot around offering "advice" or warnings which can be, and are, ignored for years by the few who choose not to maintain any pride in their calling.

## Insurance hassles

Years ago I had a terrific row with the building society who held my domestic mortgage, because they insisted I insure my house with the company of their choice. The cost to me was exactly double that quoted by my broker. In the end I told them I would insure with a reputable mutual insurance company of my choice at the price I had been quoted, and if they chose to attempt a foreclosure I would

ensure they got national publicity.

To my surprise I had a phone call from a very senior man at "head office" offering me different insurance at prices virtually identical with my quote. I thanked him courteously, but happened to ask why the company didn't offer this policy normally. Since we both knew the answer there was rather a long silence after which it was conceded I might insure with the office of my choice.

I was, therefore, surprised to read that Alan Nathan had complained

about the Abbey National to the building society Ombudsman and had been told that the society was within its rights to refuse to accept a policy with an "average" clause, on the grounds it had no way of checking if the owner was covered for the current value, etc.

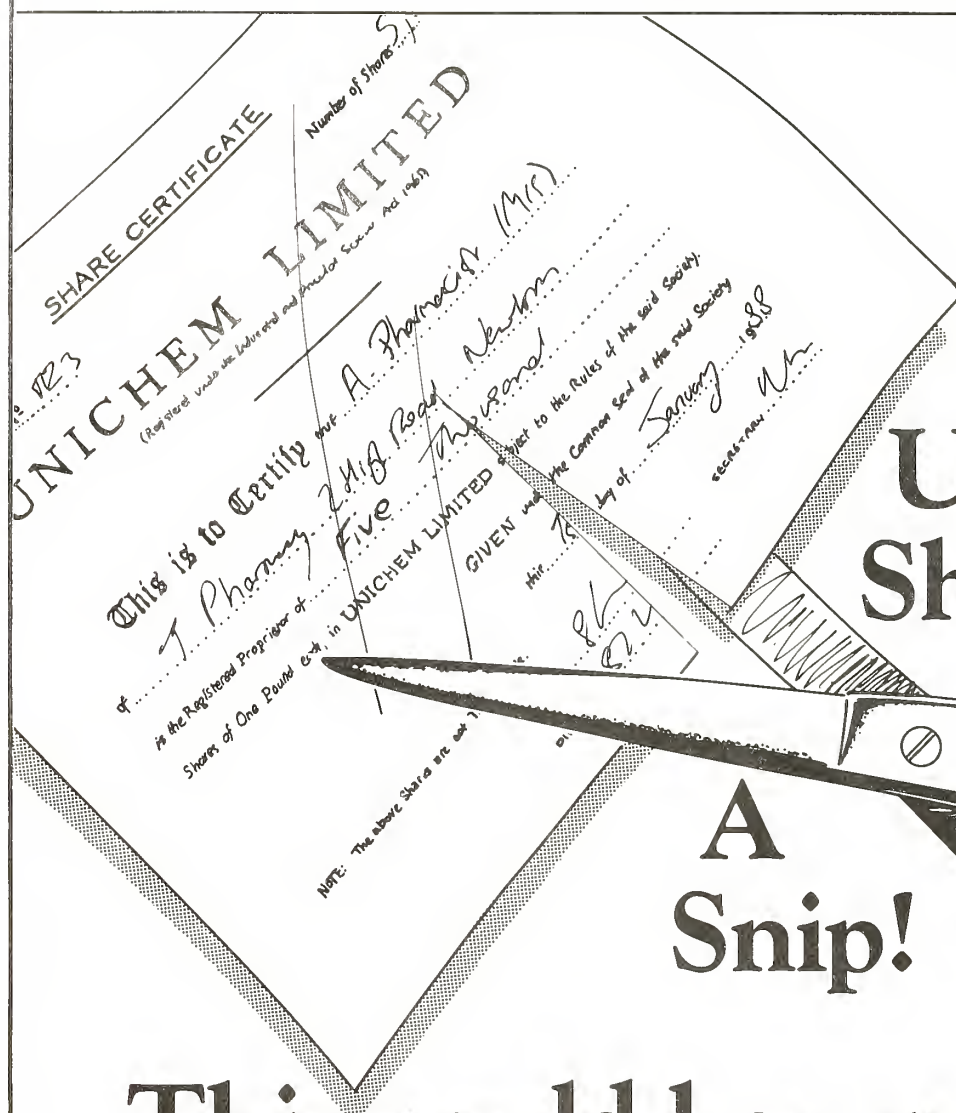
## Statistics in perspective

*Comment* in *C&D* last week on the results of a survey conducted by Martin-Hamblin Research for the pharmaceutical industry joyfully drew attention to its conclusions. The Editor was not unhappy to note his journal was rated four times higher by community pharmacists than its nearest rival. We don't need to guess who the rival is, because by a strange coincidence an editorial of the *PJ* a couple of weeks ago also commented on a survey (which they commissioned, and we pay for).

The truth of the matter is we are not really comparing like with like. *C&D* is a commercial journal, which, being subscription led, *has* to be presented to grab the attention of the busy retail pharmacist. But every pharmacist should acknowledge a requirement to "look at" the journal of his professional body, no matter how dreary a task it may be. A bit like the marriage of convenience: you go out with your wife on formal occasions, but when it comes to delight and enjoyment it's the mistress ... every time.







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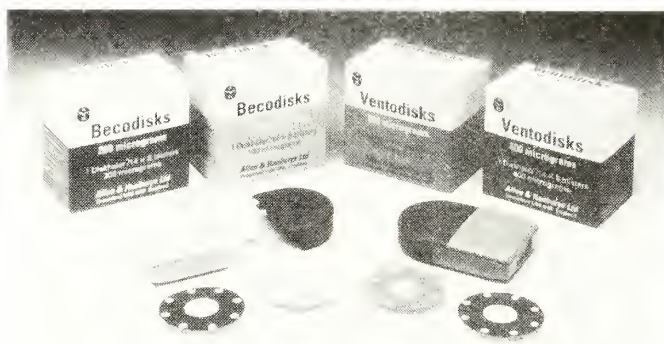
## UniChem Action for Pharmacy

Share prices can go up as well as down. Maximum 10,000 shares per member



# SCRIPT SPECIALS

## Ventodisks and Becodisks



incorrectly or undertreated. "Effective drugs are available and there is no controversy about inhalation being the best method of administration."

Nottinghamshire GP Dr Bill Holmes said the Diskhaler was easy to use. Reporting the results of a study among 111 UK GPs who had recruited 490 patients with reversible airways disease, he said that 72 per cent of patients had been able to use the device correctly after reading the pack leaflet. This figure rose to 96 per cent if the leaflet was supplemented with a demonstration, and after a second demonstration only two of the patients were still unable to operate the Diskhaler correctly.

Dr Holmes said that 64 per cent of Rotahaler users and 41 per cent of aerosol users in the study "positively preferred" the device over their existing inhaler. And 95 per cent of the children in the study were able to use the device unaided.

Both doctors said they would not be switching patients who were happy with their existing devices, but both saw immediate use for Diskhalers in children particularly, and in those patients likely to have co-ordination problems with metered dose inhalers.

**Manufacturer** Allen & Hanburys Ltd, Greenford, Middx UB6 0HE

**Description** The Ventolin Diskhaler reflects the Ventolin livery with a blue outer body and



dark blue mouthpiece cover. Ventodisks are available in two strengths — 200mcg (light blue disks) and 400mcg (dark blue), with the strength identified in the centre of the disk. The Becotide Diskhaler reflects the Becotide livery with a beige outer body and brown mouthpiece cover. Becodisks also come in two strengths — 100mcg (beige) and 200mcg (brown)

**Uses** As for Ventolin and Becotide. See Data Sheet

**Dosage** *Ventodisks Adults* Chronic maintenance or prophylactic therapy is 400 micrograms three or four times a day. *Children* 200 micrograms three or four times a day. Other doses see Data Sheet. *Becodisks Adults* Two 200 microgram blisters twice daily is the usual maintenance dose. *Children* 100

micrograms two, three or four times daily according to response. See Data Sheet. A rather larger unit dose relative to Ventolin and Becotide inhalers is necessary for the same therapeutic effect

**Pharmaceutics** Disks provide good protection for contents but should not be exposed to extremes of temperature. A disk may be kept in the Diskhaler at all times, but blisters should not be pierced until immediately before use

**Supply restrictions** POM

**Packs** Both Ventodisks and Becodisks are supplied in cartons of 14 discs (112 doses), with a Diskhaler device. Ventodisks 200 micrograms £7.11; 400 micrograms £12.02. Becodisks 100 micrograms £10.99; 200 micrograms £20.90, all prices trade

**Product Licence** Ventodisks 200mcg 0045/0134; 400mcg 0045/0135; Becodisks 100mcg 0045/0136; 200mcg 0045/0137

Issued January 1988

## Indomod gets a full launch

Pharmacia have formally launched Indomod capsules, which incorporate the sustained release Repro Dose technology of Danish company Alfred Benzon.

The capsules, containing indomethacin, have been available on "test market" in the UK for two years.

The Repro Dose system involves small amounts of indomethacin encapsulated within an enteric coat which releases drug when in a pH7-8 environment ie the distal end of the small intestine, by which point the 300 or so sub-units of the capsule have been spread throughout the gut. The company says this reduces gastric side effects so that a "with food" cautionary label is unnecessary.

Pharmacia have repackaged Indomod in their distinctive white livery. The 25mg capsules are available in 120s (£14) and 500s (£56); the 75mg capsules in 30s (£10.50) and 375s (£131.25, all prices trade). *Pharmacia Ltd. Tel: 0908 661101.*

More on p172



# COUNTERPOINTS

## Leo woo Yorkshire

Leo Laboratories' sugar-free paracetamol preparation is being advertised on Yorkshire television over the next eight weeks.

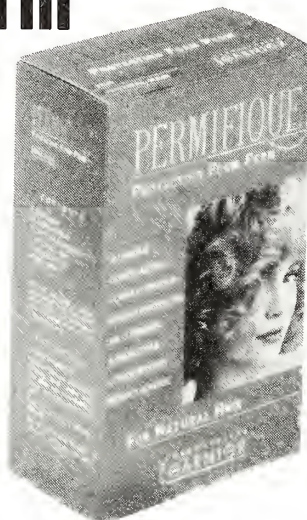
The 30-second animated commercial features the William Foster character which appears on the packs and in the Press advertising campaign. OTC manager Tony Leipman says: "This is a test campaign and once it is successful we shall certainly be rolling it out about the country. We chose Yorkshire because it is our strongest region and because of its wide geographical spread."

The campaign will major on ITV, with some Channel 4 spots. *Leo Laboratories Ltd. Tel: 084 44 7333.*

## L'Oreal launch foam perm

L'Oreal are launching a new home perm with a foam formulation and conditioning and protecting proposition. The new product will, however, come under the Laboratories Garnier branding (see *Business News*).

Permifique Protecting Foam Perm (£3.49) offers both the perming solution and the neutraliser in non-drip foam form, designed to be easy to use. It contains patented conditioning agent which protects and moisturises the hair during perming, says the company. It is available in two variants; for natural hair, in a blue and grey



pack; and for colour treated hair, in pink and grey.

Packs include end papers and an instruction leaflet giving details of styling and drying techniques. *Laboratories Garnier. Tel: 01-937 5454.*

### BRIEFS

**Minamino compound syrup**, marketed by Chancellor Group Ltd, is now available in 200ml and 500ml bottles (£3.55 and £6.95 respectively). Minamino 500ml is now packed in outers of 4, and 5 litre packs are still available (£26.02 trade). *Chancellor Group Ltd. Tel: 0978 661351.*

### PRESCRIPTION SPECIALITIES

*Continued from p171*

## Carbo Cort

Lagap Pharmaceuticals are reintroducing Carbo Cort cream. Carbo Cort is a buff-coloured cream containing hydrocortisone PhEur 0.25 per cent and coal tar solution BP 3 per cent in a water-miscible, base is buffered to the pH range of normal skin.

A POM, Carbo Cort cream comes in 30g tubes (£2.71 trade). *Lagap Pharmaceuticals Ltd. Tel: 04203 8301.*

**Paraplatin** (carboplatin) stability data has recently been updated. When reconstituted as directed, Paraplatin solutions are stable for eight hours at room temperature, or 24 hours under refrigeration. *Bristol-Myers Co Ltd. Tel: 0895 639911.*

**Kirby Warrick's** Diprosone Scalp Application and Diprosalic lotion are now known as Diprosone lotion and Diprosalic Scalp Application. It is felt that the names now appropriately reflect the usage of the products, say *Kirby Warrick Pharmaceuticals Ltd. Tel: 0638 716321.*

## A new solution

Barnes Hind are launching Soft Mate saline solution.

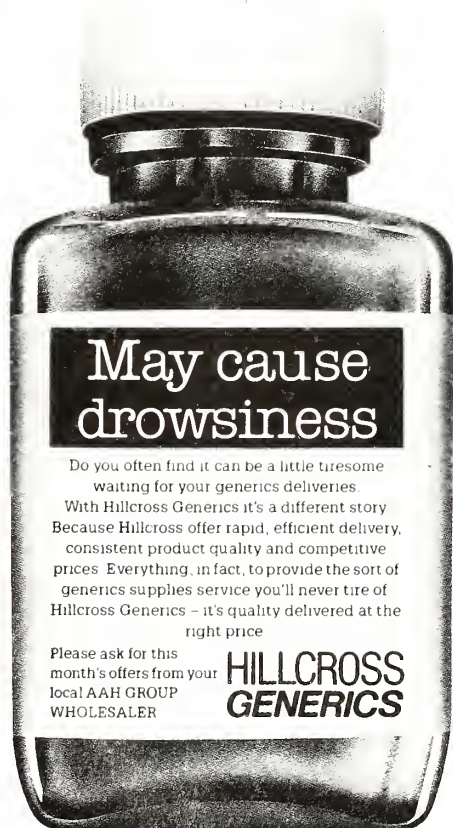
This product is available in two presentations, a 360ml aerosol, the largest available in the UK, says the company, and a smaller traveller size of 150ml. The aerosol features a controlled flow tip for stream or drop dispensing. The solution is preservative-free and buffered.

For the launch, the 150ml presentation is offered free when the 360ml aerosol is purchased. For retailers 13 double packs are available for the price of 12 360ml units. The launch is being supported by a promotional campaign, say *Barnes Hind Ltd. Tel: 09323 52747.*

## Velvet touch

Kimberly-Clark are backing their Kleenex toilet tissue with a £5.5m consumer advertising campaign this year.

The first phase of the campaign comprises national television during January, followed by a radio campaign. Both campaigns repeat advertisements used last year: the little girl who uses the tissue as a nappy for her teddy bear, and the three radio advertisements narrated by Sir Michael Horden. *Kimberly-Clark Ltd. Tel: 0622 77700.*



**May cause drowsiness**

Do you often find it can be a little tiresome waiting for your generics deliveries. With Hillcross Generics it's a different story. Because Hillcross offer rapid, efficient delivery, consistent product quality and competitive prices. Everything, in fact, to provide the sort of generics supplies service you'll never tire of Hillcross Generics - it's quality delivered at the right price.

Please ask for this month's offers from your local AAH GROUP WHOLESALE

**HILLCROSS GENERICS**





# HERE'S A GOOD DRESSING DOWN.



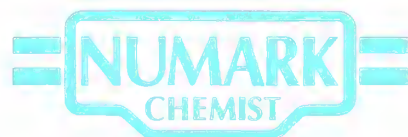
(By 17½%)

The fact that this Nucross product range is so comprehensive, is made by Vernaid, is the brand leader and has recently been repackaged would seem to be sufficient recommendation.

The fact that Numark are offering a 17½% discount on a £60 order

and a 12½% discount on a £30 order gives you an extra incentive to stock up immediately.

For more details either contact your local Numark wholesaler or Geoff Bass at Numark Central Office, 51 Boreham Rd, Warminster, Wiltshire. Telephone 0985 215555.



*Makes you money*



## Lancôme lip service

Lancôme are introducing a new lip colour product along with their Spring cosmetic shades.

Pinceau Rouge Designer (£9.95) combines lipbrush and lip colour in one product. A push button system directs colour onto the brush: one press for sheer colour, two for a stronger look in the eight mainly bright shades.

The company's Spring colours, Portrait de Femme, include eyeshadow duos of fuchsia and orange (gourmandise) and jade green and peach (friandise) and mint green and amber (menthe à l'eau). Double-ended kohl pencils offer brown and deep orange (sorbet), and jade green and purple (givrees). Mascara is electric blue (Immencils bleu lavende) or graphite (keracils hematite), and lip shades range from shocking pink (rose fanfare) and crimson (sarabande nacrée), to almost fluorescent pink and orange (brilliant fruit and brilliant orange).

By contrast, blushers are soft sugar pink (rose ingenu) and pearly salmon pink (rose pêche), with cool beige foundation shades. *Lancôme. Tel: 01-629 8867.*



## Enervit for 136 calorie meal replacement

Also Lab of Italy are launching the Enervit Protein diet in the UK. The "once a day" meal replacement diet will produce a weight loss of around 2-3lbs a week, claims the company.

Each sachet of Enervit protein provides 136 calories and when dissolved in 180ml of water and mixed in a blender or the Enervit Shaker, can be taken instead of lunch. This allows the dieter to eat

a light breakfast and evening meal, say Also. For full benefit the company recommend that no food be taken two hours before or after the diet drink, and drinks should be restricted to water, tea or coffee without sugar or milk.

Enervit Protein contains fructose, lactose-free milk proteins and guar flower. It is available in three flavours; creamy chocolate, classic vanilla and crispy apple. The diet can be bought as a starter pack (£4.95) containing a sachet of each flavour and the Enervit shaker. The regular pack (£8.95) contains seven sachets (one week's supply) of one flavour. Enervit Protein is being distributed in the UK by *David Anthony Pharmaceuticals. Tel: 051-486 7117.*

## Milupa target Junior for '88

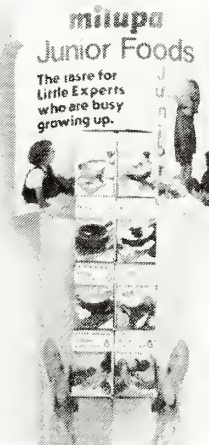
Milupa are targeting their Junior range of babyfood for support in 1988, and suggest that chemists are missing out on the opportunity of sales to mothers of babies over six months, who represent 65 per cent of the total market.

The company has repackaged their Junior foods range into a style more in keeping with their infant foods, with the orange Milupa logo on a white banner. The five Junior dinners all feature a casserole dish on-pack, which the company says illustrates the more grown-up nature of the contents.

Chemists ordering cases of all eight Junior varieties — five dinners and the three tropical fruit-based desserts — can receive a compact floor display unit with POS material.

Support will be concentrated through the mother and baby Press; Milupa expect to distribute over half a million samples through their "Little experts who are busy growing up" campaign. The company have earmarked over £3m for promotions this year.

In addition February's edition of *Mother & Baby* contains a free sample of the paradise island cocktail dessert.



The company is also adding a new flavour to their range of herbal drinks for babies.

Herbal Blend offers a combination of fennel, camomile, peppermint, balm, aniseed and thyme. As with the three existing varieties, it contains no artificial preservatives, flavourings or colourings.

The company will be advertising the drinks during 1988, and are also running a sampling campaign. Over 5 million samples will be mailed to mothers, which Milupa say represents seven samples for every baby born. Special POS dispensers containing leaflets and sample sachets are available from representatives. *Milupa Ltd. Tel: 01-573 9966.*

## Spikey back on-screen

Colmans of Norwich are to support their Robinsons baby food and drink ranges with a major £1.5m national advertising campaign, just commencing.

The campaign will cover nationwide television advertising plus regular print advertising in mother and baby publications. The television advertising will run until October, and will begin on TVam. The 40-second commercials will utilise their popular "Spikey" hedgehog cartoon character.

Robinsons baby foods will also be advertised in the Bounty Baby Book. *Colmans of Norwich. Tel: 0603 660166.*







Stuffy colds are often a combination of a blocked nose with a sore or infected throat.

Many decongestant lozenges will help clear blocked noses but do not treat throat infections.

- Merothol has the unique combination of the proven antibacterial agent cetylpyridinium chloride, as well as menthol and eucalyptus.
- Merothol treats sore and infected throats at the same time as it provides decongestant relief from stuffy colds.
- Merothol gives fast and effective relief.
- Merothol is only available through pharmacies.

This winter, you can expect at least 46 requests per week for advice on colds, catarrh or blocked noses.<sup>1</sup>

# MEROTHOL® THE SORE THROAT LOZENGE THAT FIGHTS STUFFY COLDS.



62% of all adults suffer from colds<sup>2</sup> giving an incidence of between 50 million and 300 million colds a year.

When you consider that 18 million cold treatments are sold annually through pharmacies, it makes sense to stock Merothol.

24 LOZENGES  
ANTIBACTERIAL

WITH MENTHOL  
& EUCALYPTUS

## Merothol®

Merrell Dow

**Clear Relief. Fast and Effective.**

References: 1. Martin Hamblin, Nov. 1985.  
2. T.G.I., 1986.

**Merrell  
Medicines**  
Confidence in pharmacy



## Triplets from Vitabiotics

Vitabiotics have added three multi vitamin and mineral products to their range. Menopace is aimed at the menopausal woman, Pregnacare at expectant mothers and SHC for skin and hair care. (£3.95, 30 capsules). Vitabiotics Ltd. Tel: 01-903 5541.

## Sanatogen relaunch B complex

Fisons are relaunching Sanatogen vitamin B complex. The new formulation contains vitamin B<sub>12</sub> in addition to the other B vitamins. Each tablet provides 100 per cent of the recommended daily amount of the main B complex vitamins.

The product pack size is reduced from 60 to 30 tablets (£1.09). It comes in outers of a dozen and will be phased in as old stocks are exhausted. Fisons plc. Tel: 0509 234317.

## Upjohn look for multivitamin share

Upjohn have launched two new multivitamin preparations Unicap M and Unicap T, both for dietary supplementation of essential vitamins and minerals including iron, for persons over 12.

Unicap M contains a lower dose of many of the vitamins, and is available in packs of 30 (£1.69), 90 (£4.36), 100 (£4.61) and 1,000 (£36.88, all prices trade). Unicap T is also indicated in states where there is an increased requirement for vitamins such as overt avitaminosis, catabolic states such as post-operative, severe chronic disease or malabsorption

syndrome. It too is available in packs of 30 (£2.27), 90 (£5.85), 100 (£6.24) and 1,000 (£49.92 all prices trade).

Both products contain vitamin A, cholecalciferol, thiamine mononitrate, riboflavin, ascorbic acid, nicotinamide, pyridoxine hydrochloride, calcium pantothenate, cyanocobalamin, and, as salts, iron, iodine, copper, manganese, magnesium, potassium and calcium.

Both Unicap M and Unicap T are indicated for one tablet daily dosage. Both are P medicines. Upjohn Ltd. Tel: 0293 31133.

## In trim with Woman's Own

H.t.B.'s Intrim diet is to feature in a slimming competition organised by *Woman's Own* magazine.

Entitled "A week in the weight of . . .", the competition offers a first prize of an Alfa Romeo Sprint, with second prize

a nine-day Caribbean cruise for two, and third, a three-night trip to Venice. *Woman's Own* will be asking for 150 volunteers to take part by keeping a five-day diary of their weight loss programme. The three winners will be judged on successful weight loss, and their five-day account of their experiences.

H.t.B. will be giving away a money-off voucher and an Intrim diary to the first 1000 applicants. H.t.B. (UK) Ltd. Tel: 0532 487811.



## S&N put £2m behind Lil-lets

Smith & Nephew are out to take a larger share of the tampon market by backing Lil-lets Mini with a £2m support programme.

"We see our future in young users," says senior product manager Peter Wood. "Market size is quite static and brand loyalty strong. So our new pack treatment and advertising is designed to appeal to the younger catchment area of the market. The company says research has shown the Mini product is the "younger users 'recruitment' absorbancy."

Packs of Mini Lil-lets will now feature a modernised diamond design with a message flashed on pack "ideal for new users". The product packed in 10s has been reduced in price from £0.57 to £0.55, and the instructions made easier to follow, says Mr Wood. Mini products will no longer be available in packs of 40.

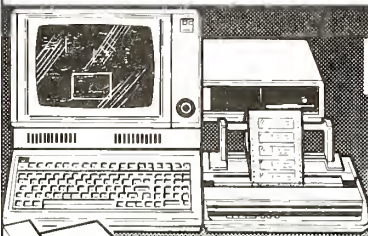
Lil-lets Minis can now be ordered in outers of 24s (not 48s); 20s are available in outers of 12 and 24. New POS units, window boxes and sell fasters are also available.

A £1m Press campaign will run until the end of the year in the women's and teenage Press. The advertisements stress product discreetness and give detailed information about usage, aimed at the 11-17 year olds. And each one contains a coupon to order an information leaflet and sample as well as a number for the company's advisory line. Radio advertising is also planned.

A new starter booklet "Body Time", which contains a 25p money-off voucher, is directed at the same audience and is distributed along with free samples through ten nurses who give talks in schools as part of £1m, below the line investment say Smith & Nephew Consumer Products Ltd. Tel: 021-327 4750.

**Protective Health Products:** the telephone number for the distributors of Two's Company sheaths is 01-986 8211 and not as printed in C&D January 16.

### INFORMATION FOR PHARMACISTS



## Do you need help?

You probably don't think you need help either for yourself or your assistant, but do you recognise any of these symptoms?

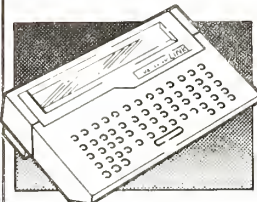
Are you depressed by mundane clerical tasks?

Frustrated by how long they take in a busy shop? Is there never enough time to do everything properly?

You may be happy to find that there is someone who wants to help, who is only a telephone call away (phone now on 0928 717070 Ext 302).

Someone who'll be glad to introduce you to simple equipment, to take the work out of stock ordering, to simplify label production and keep you up to date with pharmacy trends. With just a small amount of instruction you'll be able to handle all these things quickly and efficiently leaving you able to attend to your customers and giving you the time to look after your pharmacy.

**PHONE LINK-LINE ON 0928 717070 Ext 302  
NOW FOR SOMEONE WHO REALLY CAN HELP.**



# LINK

PHARMACY  
SYSTEMS



Available from your local  
AAH GROUP WHOLESALER

## Packet of three is four!

LRC products are running a promotional offer on the Durex Gossamer brand, offering four condoms for the price of three.

Packs will be flashed "One free condom inside". LRC Products. Tel: 01-527 2377.

## Colours from Japan

The Spring look from Kanebo features natural shades for cheeks, with smokey eyes and clear bright lipsticks, all with conditioning properties.

China blue (BE-15) and mid-grey (BE-16) are new for eyes; complemented by soft pearly rose (BC-10) and salmon pink (BC-9) blushers.

Lips can be bright, with strong coral red (BL-13) and cherry (BL-15), or understated with soft rose (BL-14). Kanebo Division of OBL Manufacturing Ltd. Tel: 0635 46362.



# IMPORTANT ANNOUNCEMENT

When you receive a prescription for hepatitis B vaccine, you can dispense either 'Engerix B', the new genetically engineered vaccine from Smith Kline & French Laboratories Limited, or the older plasma-derived vaccine.

'Engerix B' is produced in yeast cells and has a high level of purity. It does not rely on hepatitis B carrier donor blood for its production.

The introduction of 'Engerix B' has resulted in the cost of hepatitis B vaccination being reduced by half.

So choose to dispense 'Engerix B' when hepatitis B vaccine is prescribed generically. It is available from your wholesalers at £31.50 for the 3-dose pack.

## ENGRIX B

GENETICALLY ENGINEERED HEPATITIS B VACCINE (RBY)

A NEW GENERATION OF PROTECTION

### 'ENGRIX B' hepatitis B vaccine (rby)

**PRESCRIBING INFORMATION Presentation.** Each 1 ml dose of 'Engerix B', PL0002/0160, contains 20 micrograms of hepatitis B surface antigen protein. Pack of 3 vials, each containing 20 micrograms, £31.50; pack of 10 vials, £105.00.

**Uses.** Active immunization against infections caused by hepatitis B virus.

**Dosage and administration.** For intramuscular use only. To be shaken well before use. Three doses should be given, the second one month and the third six months after the initial dose. For more rapid immunization the third dose can be given two months after the initial dose. For more rapid immunization the third dose can be given two months after the initial dose with a booster at 12 months.

**Adults and children aged 3 years and over:** 20 micrograms (1 ml) given intramuscularly in the deltoid region or the antero-lateral aspect of the thigh.

**Contra-indications.** Hypersensitivity to any component of the vaccine. Severe febrile infections.

**Precautions.** Response may be impaired in renal dialysis patients or those who are immunocompromised. Adrenaline 1:1000 should be available in case of anaphylaxis. Use in pregnancy: see Data Sheet.

**Adverse reactions.** Mild transient local soreness, erythema and induration at the injection site. Occasionally low grade fever, malaise, fatigue, headache, nausea and dizziness.

**Legal category.** POM.  
17.6.87.

**SK&F**

**Smith Kline & French Laboratories Limited**  
A SMITHKLINE BECKMAN COMPANY  
Welwyn Garden City, Hertfordshire AL7 1EY

©1987 Smith Kline & French Laboratories Limited. 'Engerix B' is a trade mark. EB.AD18





## ON TV NEXT WEEK

G TV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Actifed:	All areas
Anadin:	C,Y,TT,TVS South,A,TSW,U
Askit powders:	GTV,STV
B-D digital thermometer:	C4(TTV,LWT)
Badedas:	All areas
Beecham Hot Remedies:	All areas
Beecham's Powders:	All areas
Benylin:	All areas
Buttercup cough syrup:	All areas
Canderel:	All areas
Contac 400:	STV,G,Y,C,TVS,LWT,TTV
Day & Night:	STV,TT,C,G,U,Y
Dentu-creme:	All areas
Durex:	C,A,TVS,LWT,TTV
Farley's rusks & cereals:	Bt
Fisherman's Friend super strong mints:	TVS,G
Fiesta kitchen towels:	All areas
Hill's Balsam:	G,Y,TT
Junior Panaleve:	Y
Karvol:	All areas
Listerine:	TTV,G,TT,TVS,A
Maalox Plus:	Y
Mediquell:	GTR,STV,C4
Nurofen:	All areas
Paracodol:	All areas except GTV & B
Proflex capsules:	Y
Rennies:	All areas
Robitussin cough medicine:	All areas
Sanatogen:	All areas
Sensodyne toothpaste:	All areas
Seven Seas cod liver oil:	All areas
Simplicity:	All areas
Sinutab:	C4
Solpadeine:	All areas
Strepsils:	All areas
Super Poli-grip:	All areas
TCP liquid:	All areas except CTV & LWT
Triogesic decongestant:	TTV,C4,TVam
Venos:	All areas
Wella Balsam:	All areas
Zestavite:	TVam

## Natural look

The Albion Group are launching a new skin care range designed to appeal to the consumer who wants "natural" products.

Simply Natural offers a complete skin care regime, comprising cleanser, toner and moisturiser, in a choice of two variants: aloe vera for normal to dry skins, and camomile for normal to oily. Albion say the range should offer chemists the opportunity to compete with own label products.

The lightly fragranced products are lanolin free, and the aloe vera toner contains no alcohol. Packaging is white, highlighted with blue for aloe vera and green for camomile.

Promotional support for the launch includes a short break offer, detailed in POS leaflets. Consumers can send in three carton tops from the range to receive three nights free accommodation at selected UK hotels, up to a value of £150. This offer is also available to retailers who purchase the Simply Natural pre-pack display unit. *The Albion Group Ltd. Tel: 01-941 4105.*

## It's a gift

With Mother's Day and Easter in mind, Woods of Windsor have produced a new gift range.

The Spring range includes a swan-shaped soap dish in porcelain, with a 100g soap (£5.95); porcelain soap dish with three flower-shaped soaps and three bath pearls (£4.95); and a ceramic basket containing five 25g soaps (£7.50). The company's wicker baskets now have a new look with flower shaped soaps, and are available as a set with three soaps, or one soap and five bath pearls (££2.95).

Also new for Spring is a gift basket of rosebud pot pourri trimmed with Nottingham lace and ribbon (£4.95) and a set of three drawer liners trimmed with satin ribbon (£2.95). *Woods of Windsor Ltd. Tel: 0753 855777.*

## French fancies

Original Additions are adding two new nail products to the Elegant Touch range, both designed to bring salon techniques to the home user.

A French Manicure kit (£3.95) offers a natural look for nails (see **C&D Handcare** feature, December 19) which is said to be

popular with salon customers. The pack comprises three products: a base coat/sealer; a neutral polish and a white polish. The base coat is used first, followed by the neutral polish, then white polish to the tips of the nails only, finishing with the sealer. The shell-shaped packs come in display outers of six.

The second product is Silk Nail Wrap (£3.45), designed to protect and strengthen nails. The pack contains 20 pre-shaped silk wrap tabs, which are stuck on to the nail, smoothed down and then buffed. Glue, buffing pad and orange stick are included, as is a fully illustrated instruction manual. *Original Additions Ltd. Tel. 01-573 9907.*

## Elastoplast stick with support

Smith & Nephew are supporting the Elastoplast range with product and packaging improvements this year and a £600,000 promotional spend.

Now airstrip dressings are designed to be more comfortable and clear dressing come with a more pliable transparent film and pink (instead of white pad) for discretion. And modernised pack graphics are designed to show pack contents more clearly, while maintaining the brand logo.

The spend will include new POS material stressing improvements and using the new design, made to be fitted onto original outers. A Summer promotion has yet to be announced but will use the product's Diamond Jubilee as its theme, say *Smith & Nephew, Consumer Products Ltd. Tel: 021-327 4750.*

## Almay go Tutti Frutti

Sherbert shades are the Spring story from Almay this year, with strong pastels for lips and eyes.

The Tutti Frutti collection comprises two eyeshadow duos, a frosted lilac with lemon (dolly mixtures) and raspberry pink with minty green (sherbert fizz). Double ended eyeliners offer smokey grey teamed with blackcurrant (cassie) or raspberry with turquoise (neapolitan), and complimentary lip colours are bright coral (coral blaze) or frosted raspberry (shy lilac). *Almay. Tel: 0753 23971.*



# Medised™

## Soothing pain relief

# Campaigning for Sales

## Brand New Advertising For Sales

NO MORE PAIN, NO MORE TEARS – a simple but powerful message, linked to the packaging, which will increase demand.



## Medised™

### Soothing pain relief

Gently reduces temperature; relieves toothache, headache, sore throat, feverish colds & flu.



FOR CHILDREN 3 MONTHS - 12 YEARS

## Brand New Packaging For Sales

The totally new Medised pack is eye catching and colourful, giving mothers of young children all the information they need to buy Medised.

## 70% of All Mothers Will See Medised

Black & white, and colour advertisements will appear in Woman's Own, Family Circle, Essentials, Mother and Baby, Parents, Mother, and Practical Parenting.

No less than 60 advertisements will stimulate consumer demand. Consumer advice leaflet also available.

## Brand New Point Of Sale Material

Mobiles, Display Cards, Window Stickers – all will support the increased awareness and demand, to ensure that Medised moves fast.

## Brand New Incentives For You

Ask your Panpharma Representative or phone 01-561 8774 for details.

# Medised™

## Soothing pain relief

Order now and benefit from this 'Brand New Campaign For Sales'.



Panpharma Limited  
Hayes Gate House 27 Uxbridge Road Hayes  
Middlesex UB4 0JN Tel. 01-561 8774





# 3M HEALTH CARE THE WOUND MANAGEMENT PROFESSIONALS...

3M Health Care leads the world in the development of modern medical adhesives and hypoallergenic wound dressing tapes.

The most widely recommended of these products is 'Micropore' tape, a non-woven surgical adhesive fabric which currently enjoys over 90% share of all prescriptions written for products in this sector.





# ...ARE COMING HOME

Consistent professional recommendation has led to the decision to make 'Micropore' tape available OTC, exclusively through pharmacy outlets, under the brand name 'Micropore' Dress-it tape.

The established professional status of 'Micropore' tape means that you can recommend 'Micropore' Dress-it tape to your customers with complete confidence.

'Micropore' Dress-it tape is the strong, yet gentle method of securing bandages and dressings. Because it is made from 'Micropore' tape, the adhesive fabric allows the skin to breathe and reduces the risk of skin reaction. Minor cuts and abrasions can therefore be covered by applying 'Micropore' Dress-it tape directly onto the wound.

'Micropore' Dress-it tape is available in two sizes, 28 strips 12cm x 2cm and 28 strips 12cm x 6cm. For ease of application, both are supplied pre-cut, in a simple to use dispenser.

Launch of 'Micropore' Dress-it tape will be supported by substantial national Advertising, P.R. and Marketing Activity. A major press campaign will run throughout 1988, utilising full page, full colour advertisements in leading women's magazines. Consumer Promotion and P.R. will encourage a trial of 'Micropore' Dress-it tape and there will be a full range of point-of-sale support material which will allow housewives to sample the product for themselves within the pharmacy. 'Micropore' Dress-it tape will be handled exclusively in the UK by David Anthony Pharmaceuticals. For details, contact your agent or telephone or write to: David Anthony Pharmaceuticals, 10 Speke Road, Speke Hall Industrial Estate, Liverpool L24 1YA. Telephone: 051-486 7117

**Micropore<sup>TM</sup>**  
**Dress-it**  
**TAPE**

UNLIKE NORMAL DRESSING TAPE, 'MICROPORE' DRESS-IT TAPE IS STRONG, YET COMPLETELY PAINLESS TO REMOVE

3M, MICROPORE ARE TRADE MARKS

**3M**



# Milupa - growing the market.

## Brand leading babyfood

Milupa is the established brand leader in the dry babyfood sector.

Milupa Infant Foods are worth more to the chemist than any other brand, with over 50% of Infant/Stage I sales.

## New range of Junior Foods

Five delicious new Junior Dinners and three exciting Junior Desserts for babies from 7 months onwards means more growth is on the menu.

## Heavyweight Support

National consumer and paramedical advertising. Over 1/2 million samples available on request *plus* colourful point of sale material including a special floor display unit for chemists ordering the full range.

## Success

Stock the whole Junior Food range and watch your sales and profits grow up with the little experts.

# **milupa**<sup>®</sup>

Milupa babyfoods. The one taste little experts agree on.



See your representative, or ring Ben Mullen on 01-573 9966.

Milupa Ltd., Milupa House, Uxbridge Road, Hillingdon, Uxbridge, Middlesex UB10 ONE.



## A matter of confidence...

As Bill Johnson says (*C&D*, January 23 p150), Unichem members need to look very carefully at what is being proposed. Like most members, I was interested in raising my shareholding to 1,000. However, my hackles were raised when the local branch manager requested that I send him copies of my FP34. I protested to him that these were confidential documents relating to my business and declined. I then received the appropriate forms in the post, again requesting copies of my FP34. I sent in the application to increase my holding including copies of my FP34, but erased the confidential information of my script numbers and ingredient costs.

I have now received from the assistant secretary a letter which states that they require copies of my FP34s for both November and December for both my branches, unamended, before they can proceed with my application. The letter states "... the purpose of this is to establish whether or not you are spending with Unichem 50 per cent of your medical requirements, as the shares are only available to those so doing."

The assistant secretary said no other proof would be acceptable, even though I was prepared to offer independent corroborated evidence of compliance with their terms.

It seems then, that I will be unable to obtain any extra shares unless I divulge such information. It makes me rather sad that "Big Brother" seems to be here.

Unichem may profess to look after the interests of its members, but it seems that there may be ulterior motives in the offing. When it becomes a plc, what will become of all this information? If they don't need it, or intend to keep it, then why won't they

accept independent corroboration? Sadly, by their intransigence, I feel we know the answers.

C.J. Brant  
Southend

## To float or sink?

In *Postbag* last week (p150), Mr Dodd distorts my arguments to cover the weakness in his case. However, it was pleasing to see that your other correspondents (*C&D*, January 22) fully understood the financial issues. This week's announcement by AAH that they intend to defeat Unichem's cynical attempt to destabilise the established wholesale distribution channels now makes it more likely that Unichem's planned flotation will not produce the promised pot of gold, so that even my suggested £6 per share for the heavily diluted equity may be optimistic. Interestingly, I see that Unichem have already amended their advertisement to remove the suggestion of a higher value.

In Unichem's 1986 report, chairman David Mair said: "... the advantages of belonging to a Friendly Society, enshrined by statute, ought never to be underestimated or challenged". He and his co-directors are now mounting this challenge from within! In a letter to the *PJ* (January 16), Mr Mair further stated: "Surely, few can seriously challenge the right of our members to vote on this scheme", yet no vote is to be allowed until 1990, when the rights of existing members will be submerged by short-term speculators lured by the promise of a quick profit.

Perhaps Mr Mair could explain the contradictions in these statements and why, if flotation is

essential for Unichem's survival, he is preventing his members from securing the benefit for at least two and a half years?

A.W. Revell

Director, AAH Holdings plc  
Mr Revell was not prepared to comment on the AAH announcement planned for February 27 (see p188) — Editor.

## 'Pif' to PIF

The predicted minimum value of £12 for each £1 Unichem share should be regarded as conservative, rather than optimistic as suggested by Mr Brindley of PIF (*C&D*, January 23, p152). The reasons are simple: the forecast was made *after* the Stock Market crash and reflected the low point reached; and it took into account that the average member would more than double the shares held during the period leading up to reconversion.

Whether or not members decide to sell their shares in total, in part, or not at all remains to be seen. Naturally, the board will do its utmost to ensure that the share value rises after flotation, thereby making the investment an attractive long term proposition.

Mr Johnson's letter in the same issue suggests that we "forced" him to switch his ethical business to another supplier. He now finds that his account will be closed unless it is brought back to an acceptable level whereby he is not being subsidised by the more supportive members. He will find our service to the Warrington area is first class and that we will welcome him back with open arms!

With every independent giving this initiative their backing, the future is bright indeed.

D.R. Walker

Director, Unichem Ltd

POSTBAG

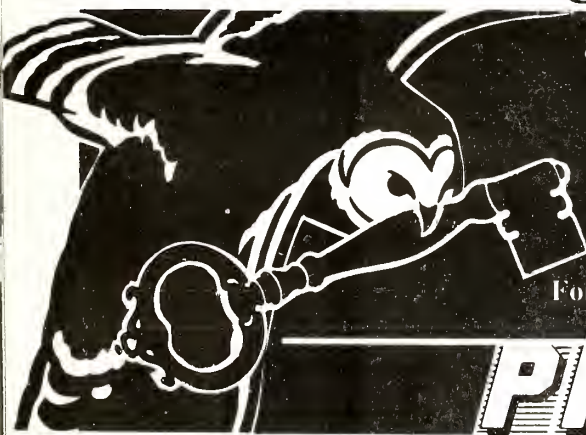
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# PHARMACY ECONOMICS

By Eric Jensen

## LAW OF INCREASING RETURNS

Improving productivity can increase profitability as long as the balance is right.

The profitability of a pharmacy can be increased by application of general economic principles which influence productivity. Productivity is concerned with output and profit *per unit* of labour or capital, land or risk-bearing employed, while production is the *total* output of a business or department. For example, the production of a dispensary is the number of scripts completed per day or week, while the productivity might be expressed as the number of scripts per pound paid to the dispensing staff or per square foot of the dispensary. The following production factors will vary in importance from one pharmacy to another:

**Specialisation:** Perhaps the most famous example of the enormous increase in productivity through division of labour and specialisation is that quoted by Adam Smith about making pins. Less quoted is his observation that "a lad who had made nothing but nails all his life could make them twice as quickly as a first-rate smith who only took to nail-making occasionally".

The opportunities to step-up production through specialisation are more abundant in a pharmacy with a large staff: in the smaller business all-rounders tend to be more useful. When staff are engaged great care should be taken that the contract of employment is drawn up widely enough for the circumstances.

The advantages of specialisation are not without limit: the economic laws of varying returns, referred to shortly, come into operation at some stage. There is one major human factor which any employer ignores at his or her peril: many people become bored if their work does not offer a certain degree of variety, and boredom can lead to a falling-off in enthusiasm and concentration. No pharmacy can afford to risk having staff in such a frame of mind. However, some of us do not want change but prefer to work routinely at the same task. A vital management skill is to understand what makes for contented productive staff and to suit the job to the employee so far as this is in harmony with the objectives and profitability of the pharmacy.

**Varying returns:** When increasing amounts of one production factor are added to a constant amount of another, the resultant output normally tends to pass through three stages, those of increasing, static, and diminishing returns. Let us assume the dispensary in a pharmacy is of constant size. Let us further assume that one person carries out all the dispensing and related tasks in the dispensary.

If a further unit of "labour", for example a technician, is added to the dispensary staff, it is likely that the two people would be able to deal with more than double the workload of the sole worker, that is to say there would be increasing returns to the variable (labour) factor. They would be freed to devote the time saved to other activities in the business and the profitability of the

concern could therefore be increased. The recruitment of a third worker could still bring increasing returns to labour, but at some stage further additions to the staff would become counter-productive. Between the increasing and diminishing returns stages there is a point at which labour and dispensary are in balance, that is returns to labour are constant.

It has been assumed that, apart from labour, the product factors of the dispensary (or land or space) etc, have remained constant. But in reality other circumstances also fluctuate: the number of scripts might fall or rise, the dispensary might be enlarged, and so on. But in each set of conditions the phenomena of varying returns will appear, and one of the arts of conducting a pharmacy for optimum

profit is to continue factors shrewdly and to ensure that the most costly of them are employed with minimum waste.

**Economies of scale:** When considering the advantages of the larger business we should not overlook the drawbacks: there can be *diseconomies* of scale.

As a pharmacy expands in turnover there are usually periods of growth followed by periods of little or negative increase in profit which in turn lead to further enhanced profits. Consider a pharmacy with one pharmacist. Often the turnover can be increased without adding to the "fixed" costs of the rent and pharmacist. Once the fixed costs have been covered the percentage profit on turnover should grow, other things being equal.

If the takings continue upwards and the prospects appear bright the point will be reached where the load on a single pharmacist will be so heavy that a second pharmacist will have to be considered. It is unlikely that the second pharmacist will at once pay his or her way. For a time, therefore, profits might fall either absolutely or in relation to sales. Assuming the future prospects have been correctly forecast, the turnover and profits will, after a temporary pause, begin to grow once more. This growth period will continue until a decision has to be made about the need for still more qualified staff to be engaged. These stages will be experienced in any pharmacy with scope for continuous growth.

The general advantages of having a large business, whether it be one or 100 pharmacies, are well known. Buying discounts can be obtained, fixed costs absorb a smaller percentage of turnover, advertising can be more economic, "in-house" training might become feasible, and so on. Many services, financial, insurance, marketing, for instance, can be more economically purchased when their cost is diffused over a massive trade.

But as businesses become larger they face problems of co-ordination and control which the individual owner-manager does not encounter. There is much truth in the maxim that the most efficient committee is a committee of one! Many people prefer



to deal with the smaller personally controlled pharmacy, many staff like to be directly in touch with their boss, many pharmacists are ready to sacrifice some cash to run their own business.

Pharmacists with substantial buying-power can be tempted to indulge in price-cutting where resale price maintenance does not preclude this. The principle of elasticity of demand should not be overlooked: price-cutting does not necessarily bring more net profit from any additional sales. Elasticity of demand is unity if the cash value of sales before and after any price change is the same. If, for example, halving the price doubles the number sold, we have unit elasticity. When the change in number of units sold is more, or less, than the inverse of any prices change, demand is elastic.

The costs and benefits of price-cutting need careful evaluation: volume of sales is important, but profit is the final measure of the success of pricing policies.

The latest book written by Eric Jensen "Success the gentle way" is described by the author as a book about "love as a constructive practical force . . . a power we can all use to improve ourselves in every sphere of living". The book is published in paperback by the author and costs £6.95.



David Goulding (left) receives a set of crystal decanters on his retirement as manager of Unichem's Walthamstow depot from Peter Dodd (right), chief executive. Mr Gould held the position for 30 years, having joined the company in 1958. He served over 600 customers in East and Central London and East Anglia. His wife Sue watches the presentation.

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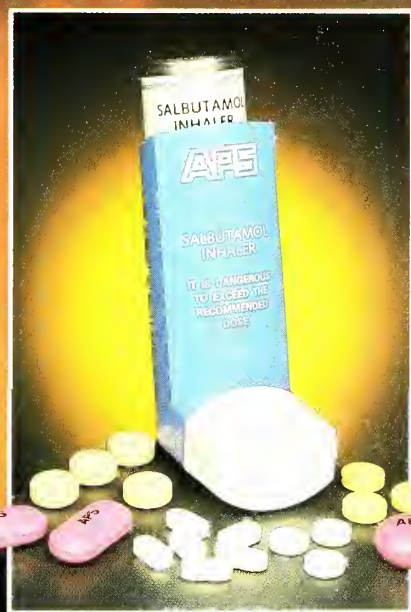
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In the first of a new series of OTC Update articles, Dr Richard Taylor, research fellow in the Department of Pharmaceutical Sciences, Aston University, looks at the problem of haemorrhoids, and gives advice on recommending a product to the patient, and how to handle counselling on the subject.

Haemorrhoids (piles) are groups of distended veins of the short anal canal which connects the rectum to the body surface. These internal haemorrhoids may prolapse temporarily or more permanently during defaecation producing visible external piles appearing as a blood clot swelling (haematoma) or a "skin tag" — the remnants and fibrous repair tissue of a thrombosed (ruptured) haemorrhoid. The passing of large hard stools may produce a tear in the anal mucosa (anal fissure). Piles occur mostly in individuals between 20-50 years.

Haemorrhoids can be caused by prolonged standing or sitting so occupation is relevant. They can also result from coughing or be precipitated by anal infection or physical exertion. A common cause is constipation due to a low fibre diet and consequent straining at stool; constipation brought about by certain drugs can feature.

Piles are also common in pregnancy: Uterine pressure causes ballooning of veins which become varicose; also diet can change (eg not eating fruit) and iron supplements tend to produce constipation.

**What are the symptoms?**

Piles are, in the main, annoying and uncomfortable. Patients may present with symptoms of

itching (*pruritus ani*), discomfort and sometimes pain.

Often piles just ache giving the feeling that bowels require evacuation. Mucus which seeps from the anus to inflame the skin or bacterial enzymes may account for the irritation. Haemorrhoids may also rupture and bleed, commonly during defaecation. Blood deposits on toilet paper and speckling of the toilet bowl are typical signs. Deposition of blood on passing stools means blood from piles coats stools rather than being mixed with stools and as it emanates from the latter section of the bowel is fresh and bright red. A hard tender lump the size of a small cherry may be a prolapsed haemorrhoid or a perianal haematoma.

There are instances when rectal bleeding can be a sign of colitis or malignancy so any patient who has noticed bleeding should be referred for medical examination. Medical referral is indicated also if an anal fissure is suspected, if the condition is protracted for more than a few weeks and if acute pain is present or if lumps are getting bigger; children with haemorrhoids should always be referred.

Symptoms of short standing can be treated in the first instance and referred if after one week no improvement is seen. Direct the sufferer for medical advice also if a suitable preparation has been tried with little effect.

**Table 1. OTC preparations useful for haemorrhoids**

Type of product	Comments	Points to note
<b>Anaesthetic/astringent</b> (eg Anodesyn, Locan, Nupercainal, Xylocaine)	Alleviate most symptoms	Avoid prolonged use (max. 2 weeks). Allergy possible
<b>Antiseptic/astringent</b> (eg Anusol)	Widespread use	Occasional brief smarting
<b>Shrinking agents</b> (eg Lasonil)	Quick symptom relief	C/I torn skin
<b>Laxatives</b>	Short term relief of constipation or if threadworm a possibility	Maximum use one week C/I children <6yrs Caution: pregnancy/diabetes
<b>Bulk</b> (eg Fybogel, Normacol, Regulan)	Pregnancy and constipation due to low fibre intake	Drink plenty Effect 12hrs to 2-3 days
<b>Stimulant</b> (eg Dulcolax, Dioctyl, Senokot)	Popular and convenient Rapid action (bedtime dose-morning result)	Gripping C/I 1st trimester
<b>Softners</b> (eg liquid paraffin)	Best reserved	Medicament leak C/I pregnancy Hiatus hernia Not at night
<b>Fibre</b> (eg cereals, fruit, veg, wholemeal bread)	Natural relief of constipation Recommend in elderly, pregnant	Adequate fluids
<b>Toilet wipes</b> (eg Germoloids, Lantex)	Hygienic and soothing	

HAEMORRHOIDS  
OTC UPDATE

**Practice observations and questioning**

Patients often decide what they may be suffering from and what they want, but rather than asking for products by name request advice. Even so, it is best to establish the symptoms, their severity, duration, and recurrence and whether bleeding has been noticed, to decide if you treat or indeed if the problem is haemorrhoids. For instance, perianal itching is experienced with *tinea cruris* (dhotie itch), scabies or threadworm infestation (which can often be confirmed by the presence of worms in stools).

Ascertain if any medication for piles has been tried to avoid recommending something which may have proven ineffective. Some people may feel "short changed" if they are offered a product which they have seen advertised and it is possible this might have a bearing on pharmacists' recommendation. Moreover, prescriptions for OTC haemor-



rhoidal products tend to be for products not advertised to the public.

Remember, some OTC drugs, particularly iron and antacids containing aluminium (eg Aludrox), can cause constipation in precisely those who are susceptible (eg elderly, pregnant, poor eaters). And drugs for Parkinson's disease (anticholinergics like benzhexol, orphenadrine and procyclidine), depression (amitriptyline) or beta-blockers can produce constipation. Furthermore, the occasional or regular indiscriminate use of laxatives ("laxative abuse") is often associated with piles.

## Treating piles

Treatment is directed at relieving symptoms, alleviating or preventing any constipation and adherence to toilet hygiene.

Patients may ask for a product by name, an indictment of advertising, past experience or recommendation by other sufferers. Products available OTC for treating haemorrhoids are mostly proprietary local anaesthetic creams, ointments and suppositories usually with astringent or antiseptic properties (Table 1), though oral (Varemoid) and spray (Preparation H) medications are available.

In addition, laxatives will relieve any constipation and there are medicated toilet wipes to cleanse the perianal region. Many topical products are compound formulations of two or more active ingredients conferring different effects. So products containing an anaesthetic and astringent should be effective in treating the symptoms of piles and many contain a lubricant (eg. sodium oleate) or have an emollient base.

Creams may be more appropriate if the area is sore, otherwise there is little difference between creams and ointments. Suppositories have to melt first so are slower acting.

Some products have an applicator which is hygienic, facilitates insertion and directs medicaments to the required site. Preparations containing a local anaesthetic are invariably Pharmacy only.

**Local anaesthetics and astringents.** Anaesthetics amethocaine, amylocaine, benzocaine, cinchocaine and lignocaine are used in isolation or in combination; zinc oxide, bismuth salts, allantoin, Peru balsam and hamamelis (witch hazel) are the common astringents.

Preparations containing a local anaesthetic alone (eg Anethaine, Locan, Nupercainal, Xylocaine) or in combination with an astringent (eg Anodesyn, Bismodyne, Germoloids suppositories, Nestosyl) are useful to relieve pain and itching. Astringent components help soothe and mend minor haemorrhage by precipitating cell proteins which form a protective layer. The physical barrier from an emollient base protects from irritants such as faecal matter. Local anaesthetic preparations should not be used for more than two weeks because of the possibility of skin sensitisation. Lignocaine (in Anodesyn, Bismodyne, Dermidex) is less likely to do this.

Non-proprietary astringent suppositories are available (hamamelis and zinc oxide suppositories PC BNF, bismuth subgallate compound suppositories BNF), but are little used nowadays. Zinc cream and zinc and castor oil ointment will soothe the perianal region. Temporary relief of symptoms can be achieved by external use of diluted witch hazel (10-50 per cent) on a gauze pad. Crotamiton (Eurax) applied by massage when necessary rapidly relieves pruritus and for several hours.

**Antiseptics.** Many haemorrhoid preparations contain a mild antiseptic (eg cetrimide, chlorothymol, phenol) which possibly has

limited value considering faecal flora. Some purely antiseptic ointments are indicated for haemorrhoids (eg TCP ointment, which contains phenol, iodine and sulphur).

Antiseptic toilet tissues for use after toilet paper (Germoloids, Lantex) are useful particularly if away from home to maintain anal hygiene and minimise recurrence of anal itching but general antiseptic freshener/cleanser pads or tissues are probably just as good.

**Laxatives** are really only suitable for short term relief of constipation with piles.

**Bulking agents** ispaghula (eg Fybogel, Isogel, Metamucil, Regulan), sterculia (eg Normacol) and methylcellulose (eg Celevac) absorb liquids and increase faecal mass forming soft bulky stools which stimulate peristalsis and so are helpful if constipation is a problem (eg in the elderly). They are, however, no substitute for a high fibre diet. Granules or tablets are taken with or in water in varying quantities twice or three times daily before, with or after meals according to the product. Half to one glass of water, milk or fruit juice are suggested. Products to be pre-dispersed may be less liable to bolus formation with less likelihood of obstruction than those taken dry with water.

**Stimulant laxatives** such as bisacodyl (Dulcolax, Dulcodos), docusate sodium (Diocetyl) increase intestinal motility and alleviate constipation though stimulants may cause griping. Senna (Senokot) is handy as tablets, granules and liquid. Doses should be titrated individually to give bowel motion without loose stools.

**Liquid paraffin-based preparations** (eg. Milpar, Petrolagar) soften faeces and lubricate the bowel but the possibility of reflux or seepage from the anus with continued use is limiting.

**Miscellaneous constituents** Ephedrine, a vasoconstrictor, is incorporated (eg. Anodesyn) presumably to shrink piles. Heparinoid, with the help of hyaluronidase to improve its absorption (Lasonil), delays blood clotting and is also said to reduce the size of haemorrhoids and has been shown in one study to give rapid relief of symptoms particularly of external piles. An antipruritic and sloughing action (for penetration of medicaments) is provided by resorcinol (eg Lanacane) but this is best reserved for external use as resorcinol can be adversely absorbed if skin is damaged. Shark liver oil (in Preparation H) is a barrier protection for the perianal area from faecal matter.

## How should products be used?

Ointments and creams can be used for internal and external haemorrhoids; an applicator is usually supplied if insertion is appropriate. Not surprisingly, suppositories are intended for internal piles. Creams are perhaps better if soreness is a problem. A spray product may be more suitable for the elderly infirm patient.

If the skin is broken it is probably not wise to recommend a product containing an anaesthetic. Similarly, neither anaesthetic creams/ointments nor laxatives should be used for long periods.

Laxatives are of value in drug induced constipation or for expulsion of parasites. Use of laxatives in the first trimester of pregnancy is generally not advised. Later in pregnancy senna tablets or bisacodyl suppositories are acceptable. The use of laxatives in children is undesirable. In infants constipation is often adjustable by modifying the diet.

Anusol and Bismodyne are intended for adults only. Nestosyl should not be used for children under three years, and Dermidex and

Anethaine are not recommended in children of one or less.

Application schedules vary. For ointments and creams one applicator-full squeezed into the anal canal or applied to the perianal area night and morning and after defaecation usually after washing with warm water is common but more frequent use is recommended for some products. Application onto a gauze dressing can also be tried.

**Adverse effects** A transient burning sensation and local irritation may occur with some topical haemorrhoidal products. Skin sensitisation is a possibility with anaesthetic-containing preparations. Rutosides (eg Varemoid) taken orally can cause flushing, headache and gastrointestinal effects.

## Counselling

**1. Discretion.** Haemorrhoids is a sensitive subject so discretion is necessary.

**2. Hygiene** is important and following defaecation and use of toilet tissue patients should be advised to routinely wash the area with soap and warm water to remove faecal debris before using a haemorrhoidal product. Additional cleansing of the perianal region (by patting or blotting) with a moist tissue wipe can be suggested. Hygienic precautions apply equally if worm infestation is suspected.

**3. Eat foods high in fibre to maintain bowel movements.** This should help many symptoms and help prevent recurrence of haemorrhoids if constipation is a problem. Examples of high fibre foods are wholemeal bread, porridge, cereals, muesli, raw bran (eg Allinsons, Bran Plus, Prewitts), fruit and green leaf vegetables. Fluids can be taken alone or as milk added to cereals. Pastries, puddings, cakes and cheese are best avoided by constipation prone individuals.

**4. Encourage the use of bulk laxatives** (eg Fybogel, Isogel, Normacol, Regulan) taken with adequate water or as a drink to soften motions and prevent impaction. Accompany all bulk laxatives with plenty of fluid (six to eight glasses daily) to help make stools softer. Patients should be told the effect of bulk forming agents may take some time to develop (anything from 12 hours to two to three days). The initial outlay can be expensive but packs can last several weeks.

**5. Bran biscuits** (Leffibre) and chewable tablets (Fybranta, Protofibre) are useful for those who find fibre unpalatable and difficult to get down and for work or when travelling.

**6. Bed rest** is beneficial for external haemorrhoids.

**7. Advise patients to see the doctor** if condition is not improved in one week of treatment and to discontinue use of a product if a rash develops.

**8. Direct patients to read packs inserts** or follow box instructions.

**9. Suggest use of soft toilet tissue.**

## Guidelines on haemorrhoid preparations OTC

1. Many topical proprietary products are of a similar composition, are similarly priced and should relieve symptoms. Anaesthetic preparations may cause allergy.

2. Choose creams/ointments or suppositories based on acceptability to patient and personal experience.

3. Laxatives are helpful for constipation-induced piles but some are not suitable for certain groups.

4. Hydrocortisone is contraindicated OTC for piles.



# BUSINESS NEWS

## L'Oreal launch new company

L'Oreal are launching Laboratoires Garnier, a new company to the UK, and say the move is a follow-up to the UK expansion of their other companies, Vichy and Biotherm.

The new organisation is well-known in Europe, especially in France, as were Vichy and Biotherm before L'Oreal promoted them in the UK. Laboratoires Garnier are currently launching a new perm (see *Counterpoints*), and will also take responsibility for the Ambre Solaire range, Bell Blonde and Belle Color, Tan and Les Technicoleurs hair colorant. The company will operate from L'Oreal's UK head office in Kensington.

## Sterling move to Medicare

Sterling Winthrop have set up a new operating division to oversee the manufacture and marketing of a range of continence care products.

Sterling Medicare will also be responsible for a range of specialist disinfectants for use in environments like hospitals, catering areas and surgeries, where there is concern over high risk organisms.



*Unichem's chairman David Mair (right) hit back at critics of the flotation scheme when speaking to pharmacists at the Combined Regional Committee meeting in London, saying its adoption would be for pharmacy's benefit and could transform its political and commercial environment. City analyst Richard Hannah, Phillips & Drew (left) said: "It's up to independent pharmacists to make sure they maximise both their slice and the size of the cake."*

## Kodak bid to buy into pharmaceuticals

US photographic giant Eastman Kodak hope to increase their stake in pharmaceuticals by acquiring Sterling Drug.

The two companies have signed an agreement to merge under which Kodak are making a cash tender offer for all outstanding common shares of Sterling at \$89.50 a share — a deal worth some \$5.1 billion and thought to be one of the largest

business mergers ever outside the oil industry.

Sterling is recommending its shareholders accept the offer which counters the takeover bid by Hoffman La Roche who first offered Sterling \$72 a share then increased it to \$81.

The merger deal is conditional on, among other things, Kodak acquiring at least a majority of Sterling's outstanding shares.

## Sanofi lose in Robins bid

American Home Products now look like winning the bid battle for A.H. Robins.

Bidders Sanofi, who had submitted their takeover plan to the bankruptcy judge, came to an agreement with the A.H. Robins board (*Chemist & Druggist*, January 9, p61), and last week said they would match improved offers.

But on news that American Home Products had raised their offer to \$700m with a plan to establish an immediate trust fund worth \$2.37 billion for Dalkon Shield contraceptive claimants, Sanofi have said they will not contest.

Sanofi had offered \$600m in return for a 58 per cent stake in the company after five years. This timespan would also have applied to the funding of the trust fund, an issue reported to be key in their losing the deal.

An agreement is expected to be finalised legally next month.

**Personal & Corporate Liabilities** is a new book explaining the civil and criminal liabilities under the Consumer Protection Act 1987, and how one can guard against the risk. The product liability and safety provision of the Consumer Protection Act 1987 takes full effect on March 1. The book (ISBN 1 870317 351) costs £6.50.

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## Patients get help from A&H Airlink

Allen & Hanburys are planning to direct information to asthma patients through a new Airlink service. The company says Airlink, which offers an information pack, is intended to complement information and advice given to patients by health professionals.

Airlink will be publicised through pack inserts in new Ventodisk and Becodisk packs (see p171). And from March 1 million Ventolin inhaler packs released to Northern Ireland, Wales and Scotland will carry a pack leaflet.

The information pack contains a card offering a Mini-Wright peak flow meter for £8, a leaflet on Allen & Hanburys, the company's "Understanding asthma" booklet (revised) and a list of useful addresses. Leaflets in Ventolin packs will also offer a new children's booklet "You can do it, Desmond Dragon".

More information from Alison Heap at Allen & Hanburys (tel: 01-422 4225 ext 3519).

## Beecham act to improve marketing

Beecham plan to speed up the development and launch of new drugs with the reorganisation of their pharmaceutical division.

The changes include a new department to increase product licensing agreements with other pharmaceutical companies; a new central marketing department to provide input during product development, and a new management system to co-ordinate bringing products to the market.

In control of the two new departments will be the newly appointed managing director of Beecham Pharmaceuticals, Paul Tatman. He was previously chairman of the company's UK Pharmaceutical Division and is currently president of the US business.

Ray Giles, who has been responsible for Beecham's pharmaceutical business in Japan since 1978, has been appointed licensing director. Dr Tim Melton will be the new director of development projects, responsible for the new project

management system and for directing the international regulatory affairs unit which handles product licence submissions to various health authorities.

The company says this new structure is designed to ensure research spending — which amounted to over £80m last year — is used effectively, that products are produced efficiently and reach the market place speedily.

Chairman of Beecham Pharmaceuticals worldwide operations, Mr James Pollard, said that much of the growth of the business will depend on obtaining early regulatory approval for the launch of products in full development, such as treatments for heart and circulatory disorders, blood pressure, depression, senile dementia and nausea and vomiting associated with cancer chemotherapy. For

### New developments move Beecham out of antibiotics

some years the company has been reducing its dependence on the relatively mature antibiotics market.

He said at a meeting of senior company executives that the development of a new product can cost as much as £100m. "This expenditure is only worthwhile if the time and cost of development is minimised and the market potential is maximised. This can only be achieved through the close co-ordination of all the departments concerned," said Mr Pollard. "In the past, responsibility for this function in Beecham was split and sometimes led to expensive delays."

■ The announcement of the new departments coincides with a report from Salmon Brothers, the US securities house, writes *The Independent*. Its author, analyst Steve Plag writes: "There is nothing particularly special about the changes. Project management and early input from marketing is now a standard feature of drug companies and the changes are simply a reflection of how poor the previous system has been."

It notes that earnings per share are expected to grow in the next five years, and should be boosted by the introduction of new drugs. But Mr Plag comments on Beecham's decision to license out some of its R&D projects, saying it could severely reduce the returns to the company.

## Smithkline fund lab

Smithkline Beckman Corporation are providing \$2.25m to finance a molecular medicine laboratories at Cambridge University medical School, based at Addenbrookes Hospital, Cambridge.

\$1m will be spent on refurbishing and equipping the laboratories which should be complete by the end of the year. A further \$0.25m a year for five years will be given to fund collaborative research done by university scientists and researchers at Smithkline's UK subsidiary Smith Kline & French in Welwyn. Areas of interest are cardiovascular disease, viral infection and auto-immune disorders.

Research is to be co-ordinated by Professor Keith Peters, head of the clinical school at Cambridge University and Dr Sydney Brenner in conjunction with Dr Timothy Rink, vice president research SK&F. Under the agreement Smithkline Beckman will be able to patent and commercialise inventions coming out of the project and the University will receive royalties on net sales of any products.

Professor Peters estimated that the \$0.25m annual funding would represent around 10 per cent of the total required by the sort of research facility envisaged under the agreement. But he said that the fact that money was being provided to set up and equip the labs with "no strings attached" would mean that top researchers could be attracted and that funding from other sources might be forthcoming. Professor Peters told a Press conference in London last week that he did not see the agreement as limiting in terms of the areas of research that would be explored.

## Exchanging needles

The Government has recommended that needle and syringe exchange schemes should be extended to other areas of the UK only if and when there is evidence they effectively restrict the spread of AIDS.

The current trial schemes are being carefully evaluated. The Government will consider what steps can be taken to ensure that health education material is always provided when syringes are sold to drug misusers. "Problems associated with AIDS" (HMSO, £4.50).

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## Amersham invest £16m

Amersham International have invested £16m in expanding their facilities; now over 100,000 sq ft of extra lab space is ready.

The company's laboratory facility in Cardiff has been increased by 50 per cent with a £10m, 78,000 sq ft extension. Work here will include the manufacture of low-level radioactive biomedical research kits to assist in new drug development.

And near the main site at Amersham, Bucks, a new £6m, 35,000 sq ft laboratory block has been built.

**Interpharm Laboratories Ltd**, a member of the Ares-Serono Group, has acquired an additional 40 per cent of the share capital of Inter-Yeda from Yeda Ltd, making it a 100 per cent owned subsidiary of Interpharm. Inter-Yeda Ltd will continue to specialise in the research and manufacture of various interferons and other biologicals.

## Underwoods deny bid rumours

Underwoods have denied all knowledge of possible bids from Woolworth, after rumours to that effect pushed shares up over 30p.

In a statement to the Press the company said: "The board has not been negotiating with any party during the last few months and has no idea why any movement in share prices should have taken place in the last few days."

Rumours may have been fuelled by Woolworth's recent bid activity. Last week they announced they had bought Tip Top drugstores for £13m (*C&D*, last week), and it has also been suggested the company is interested in Dixons.

Woolworth pulled out of talks last year with Underwoods when the market put too high a price on the chemist chain and "negotiations were affected adversely by the share price movements and the need to make an announcement". Analysts

have observed that Underwoods disappointing results since (*C&D*, October 31 1987, p898) may put them under pressure to seek new management, and hence make the company vulnerable to a bid.

## Name change

Concept Pharmaceuticals Ltd are to be renamed Pierre Fabre Ltd.

This will bring the world-wide company activities under the same corporate identity.

The trading address will remain the same. *Pierre Fabre Ltd, The Old Coach House, Amersham Hill, High Wycombe HP13 6NQ.*

### COMING EVENTS

## CPP's AGM

The College of Pharmacy Practice annual general meeting will be held on Wednesday, April 20 at 8pm, at the Pharmaceutical Society's headquarters in Lambeth.

It will be preceded at 7pm by the annual address, which this year will be presented by the immediate past president of the Society, Dr Geoff Booth, of Bradford University School of Pharmacy.

### Monday, February 1

**East Metropolitan Branch, Pharmaceutical Society.** The Churchill Room, Wanstead Library, Spratt Hall Road, Wanstead, E11 at 8pm (coffee available from 7.30pm). Talk on "The work of the Government Health Laboratory".

**Sefton Branch, Pharmaceutical Society.** Postgraduate Medical Centre, Ormskirk General Infirmary at 7.30pm. "What will they think of next", a review of the changes in paediatric practices from the classical to the current day by Dr. Kirkland.

### Wednesday, February 3

**Barnet Branch, Pharmaceutical Society.** Postgraduate Centre Edgware General Hospital at 7.30pm "Update on Aids". Speakers Dr. Sanderson (consultant microbiologist), Mrs J. Lawrence (control of infection nurse). Buffet reception.

**Plymouth Branch, Pharmaceutical Society.** Plymouth Polytechnic at 7.45pm "Role of the pharmacist in health promotion".

### Thursday, February 4

**Society of Cosmetic Scientists**, at the Royal Society of Arts, 6 St John Adam Street, London WC2 at 6.30pm. Joint lecture with the British Society of Perfumers "An overview of the Japanese Skin Care Market" Patrick V. Saint-Yves (Takasago, Europe).

**Hounslow Branch, Pharmaceutical Society.** Lecture Theatre, West Middlesex Hospital, Twickenham Road, Isleworth at 7.45 for 8pm. "Aids", Dr. E. Williams, head of Scientific Services Department, Wellcome Foundation.

### Friday, February 5

**Hull Pharmacists Association.** Annual dinner dance at Kenilworth Suite, Kenilworth Avenue, Cottesingham Road at 7.30 for 8pm.

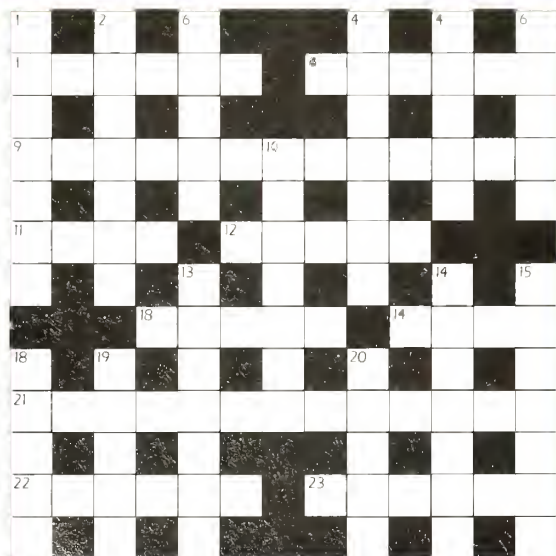
### Advance Information

**British Society for the History of Pharmacy.** Evening meeting on February 11 at the Pharmaceutical Society, 1 Lambeth High Street, London SE1 7JN at 7pm "T.N.R. Morson: an eminent chemist" by Mr A. F. P. Morson.

**College of Pharmacy Practice.** Vetric Travel Award Lecture, School of Pharmacy, University of Bath, March 3, at 8pm. Dr Graham Sewell, of the Royal Devon & Exeter Hospital, speaks on "Home-based cancer chemotherapy in the South West (UK) — Pharmaceutical research in the Mid West (USA)". Details from Rosemary Mitchell, Bell House, 111 Lambeth Road, London SE1 7JL. (tel: 01-735 0418).

## WYETH GENERICS PHARMACY CROSSWORD NO. 2

The solution to No. 2 will appear alongside No. 3 in March, 1988



### Clues Across

- 7 Twist tin: say, to avoid madness (6)
- 8 Elecampane carbohydrate (6)
- 9 Sir David Bruce gave this infection his name (8,5)
- 11 Somewhat queer seeming language (4)
- 12 A tale of gold found in the dirty house (5)
- 16 No life in this German condition (5)
- 17 Magnesium silicate in other words, some calculate (4)
- 21 With true pharmaceutical skill, the Roman way (8,5)
- 22 Sambucus: but several and getting on (6)
- 23 Plant has head cut off to treat constipation (6)

### Clues Down

- 1 This quality you can be certain of with Wyeth (7)
- 2 Apply a protective oxide film (7)
- 3 Use to make a spirit stationary (5)
- 4 Common to every batch of a Wyeth generic (7)
- 5 Aromatic bud for many to adore (5)
- 6 Characteristic of sound sleep? (5)
- 10 The ballet skirt's catch is with you twice (in France) (3,4)
- 13 Where to pack a cran of yen? (7)
- 14 Snake confused with a flier for the letter bone (7)
- 15 Scuttle a cheat and you'll have the rep. back (7)
- 18 Seats form a plus for any pharmacy (5)
- 19 pH droppers as the Spanish leader enters (5)
- 20 Spars are made to abrade (5)

### Solution to Puzzle No. 1

**Across:** 4 Somewhat 8 Lemony, 9 Nosweets, 10 Terminus, 11 School, 12 Kittykat, 13 Iron fist, 16 Terinnyson, 19 Cut it out, 21 Chaste, 23 Nuffield, 24 Schizont, 25 Eights, 26 Aloandue. **Down:** 1 Generic, 2 Formation, 3 Pyknic, 4 Sensation centre, 5 Must stop, 6 Wyeth, 7 Actions, 14 Farthings, 15 Asteroid, 17 Ethical, 18 Quality, 20 Toffee, 22 Spina

**Prizes of £5 will be awarded to the senders of the first 10 correct solutions drawn on 5th March 1988.**

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R. Leslie, Purchasing Manager, Unichem Limited, Unichem House, Cox Lane, Chessington, Surrey, KT9 1SN.



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**The Company Secretary,  
George, Orridge & Company,  
117 High Street, Epping, Essex CM16 4BD.**

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# ABOUT PEOPLE

## Pharmacies help spread the word

The idea that pharmacies can be used as a distribution point for health education seems to be catching on. Pharmacies in and around Malvern have recently been used to distribute an information leaflet on meningitis put out by the Worcester and District Health Authority.

A spokesman for the Department of Community Medicine told *C&D* that the leaflets had been produced following an outbreak of meningitis in Malvern in December. Five patients were affected, three of whom died.

Some 15,000 to 17,000 copies have been distributed, through schools, pharmacies, and GPs' surgeries. Health authorities faced with similar small outbreaks have since asked for copies of the leaflet, the spokesman said.

The pharmacist at Bannister & Thatcher's branch in Malvern said that his stock of the leaflets had quickly disappeared.

The leaflet gives basic facts about meningitis, its causes, who is at risk, how the disease spreads and what the symptoms are.

## College opening

The new College of Pharmacy Practice building at Bell House, 111 Lambeth Road, London, will now be officially opened by Junior Health Minister Edwina Currie on February 17 at 12.30pm.

Mrs Currie was originally scheduled to perform the official opening in November, but this was postponed because of parliamentary business when the White Paper "Promoting better health" was launched.



Photograph courtesy of Reading Chronicle

## 50 years in the family

Four Reading pharmacists are celebrating their 50th anniversary of the family business by serving their customers in 1930s clothes.

Wilfrid and Barbara Peskett still work at the pharmacy where their sons Rupert and Paul are now partners. "I'm very proud

that the business has stayed in the family," says Barbara.

Much has changed since Wilfrid (a founder member of Unichem) registered in 1934, but the shop contains reminders of how it was when he bought it in 1938, such as the pill machine in a glass showcase.

A third generation of pharmacists looks possible in Mary, Rupert's 12 year old daughter, who helps out in the shop. Meanwhile the family are planning a golden celebration with a river boat trip down the Thames.



Beecham Healthcare salesman of the year Robin Rule (left) receives a certificate marking his achievement from former Health Minister Sir Barney Hayhoe, MP, at the House of Commons. Mr Rule, who represents Beecham in Glasgow, won £500 to be spent on shares of his choice

## Anyone for table-tennis?

Numark chemists and their staff who fancy their chances at table-tennis might be interested in a Numark and Contrapain jointly sponsored tournament. It is to be held in Scotland. Anyone wishing to compete should contact coordinator Andrew Taylor at MacDonald Chemist, 118 Paisley Road, Renfrew. Competitors have to pay for their own travel.

## Big byte

A computer show organised by the Ulster Chemists Association and held in the partially refurbished PSNI Hall last week was a virtual sell out.

Indeed, one lady with a well known aversion for keyboards and VDUs was reportedly so taken with "all the bytes and nibbles" that she felt she could devour the lot! Over 250 people attended an evening talk given by Mr D. Grant, who has written a program specifically for pharmacists in the Province.

## APPOINTMENTS

### Kodak set up chemist team

From February 1 a new Kodak sales team will be calling on pharmacists.

The team has been set up to service new business from pharmacists. The company's existing 800 direct account chemist customers will continue to be visited by representatives from the consumer products division.

The pharmacy sales force will initially work on an eight week call cycle, offering the full range of amateur products along with special promotions unique to pharmacy, say Kodak. Orders will be transferred through wholesalers.

Steve Jones heads the team as chemist sales manager, consumer products division. Initially there will be five sales representatives: Shirley Jackson will be covering northern Home Counties, Sharon Wedgbury will be looking after the Midlands and Caroline Coughlin will be visiting pharmacists in the North West. Representatives to cover Scotland and London are to be announced later, say Kodak.

Pharmacists wanting a call from one of the new reps should telephone 0442 61122 and ask for extension 44137.

**Spectrum Marketing:** Ted Smith is appointed a southern area sales manager.

**Keystone:** Peter Reeves has been appointed UK general manager (sales and marketing).



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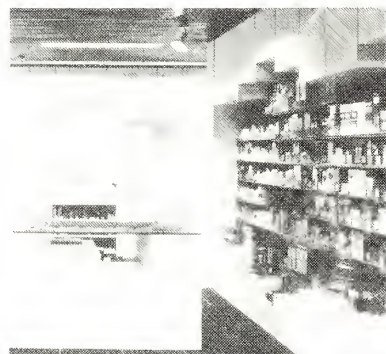
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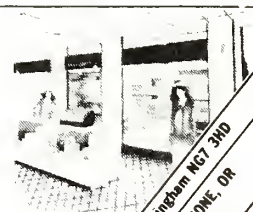
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